

Jacksonville Dance Theatre

Project Title: Jacksonville Dance Theatre General Program Support 2023

Grant Number: 23.c.ps.101.083

Date Submitted: Sunday, May 23, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 1

Discipline: Dance

Proposal Title: Jacksonville Dance Theatre General Program Support 2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Jacksonville Dance Theatre 
- b. **DBA:** Jacksonville Dance Theatre
- c. **FEID:** 46-5348863
- d. **Phone number:** 206.427.7126
- e. **Principal Address:** 128 E. Forsyth St. #610 Jacksonville, 32202
- f. **Mailing Address:** 128 E. Forsyth St. #610 Jacksonville, 32202
- g. **Website:** www.jacksonvilledancetheatre.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Cultural Organization
- j. **County:**
- k. **DUNS number:** 080802621
- l. **Fiscal Year End Date:** 09/30

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

First Name

Katie

Last Name

McCaughan

Phone 206.427.7126

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Performing Group

4.3 Applicant Discipline

Dance

C. Eligibility Page 3 of 12

5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

Yes (required for eligibility)

No

6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 *

Yes (required for eligibility)

No

7. What is the legal status of your organization?

Florida Public Entity

Florida Nonprofit, Tax-Exempt

8. How many years of completed programming does your organization have?

Less than 1 year (not eligible)

1-2 years (required for eligibility for GPS and SCP)

3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

9. Applicant Mission Statement - (500 characters) *

JDT is a contemporary modern dance company dedicated to creating and promoting excellence in the field of professional dance on local, national, and international stages. JDT is committed to creative innovation and exchange through choreographic projects, concert dance performance, movement intervention outreach, and dance education. We believe in providing sustainable opportunities for dance making, health and wellness, and community and cultural advancement.

10. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Jacksonville Dance Theatre (JDT) seeks General Program Support (GPS) funding to further its mission of creating and promoting excellence in the field of professional dance. JDT's general programming reaches lower income/underserved audiences through our educational outreach program **Creative Dance in Schools**, and diverse communities of people through **Surviving Survivors** - a mental health and body awareness program. JDT offers a diverse and innovative **Performance + Touring Season** and meaningful, impactful Community Outreach Programs. JDT's love for dance is triumphed only by our desire to create meaningful connection. To live in a world where all human bodies are honored, where personal agency is respected, where injustices are exposed, and healing can occur. Though Jacksonville Dance Theatre was founded with the desire to create professional dance opportunities and concert stage works, we have the gift of time and experience to see that though these things remain important, we have a platform to amplify and uplift the voices of our dancers, collaborators, students, children, families, our community and city. JDT calls attention to the strength and power of a company of mostly female bodies and the stories we hold and tell. We engage with the traditional expectations of dance performance while insisting that dance can be an affecting communicator of complex concepts, juxtaposing themes, abstract ideas, and compelling narratives.

PROGRAM DETAILS

PROSCENIUM PERFORMANCES

"Jacksonville Contemporary Dance Festival" Jacksonville Dance Theatre will organize and produce a high quality professional modern Dance Festival in Jacksonville. November 2022, The Florida Theatre

"IN HERE, an evening of solo performances" JDT produces an evening of solo performances commissioned and performed by company members and invited guests. The Florida Ballet, January 2023

"DANCE LOVE LIFE GIVE, a concert event benefiting JDT" This concert functions as a tribute to one distinguished dance artist in our community, and acts as a fundraiser for the company. February, 2023

"11th Annual Jacksonville Dance Theatre in Concert" Featuring the critically acclaimed work from JDT's resident choreographers, and works from choreographers from around the globe. The Florida Theatre, May, 2023

TOURING + FESTIVAL DATES TBA

NON-PROSCENIUM PROGRAMMING

The 8th annual Jacksonville **Dance Film Festival** at the Museum of Contemporary Art in Downtown Jacksonville. The event screens a variety of cine-dance and dance-films from around the globe. Museum of Contemporary Art, Jacksonville, FL, March 2023

Addressing the crisis of our rising seas and changing climate **WHAT WILL MOVE US** is a large scale, site specific, movement choir project intended to be a ritual, call to action, and performance for the public. Utilizing video sharing and in-person rehearsals dancers and non dancers alike will be called to participate in creating a collective moment experience to be performed one time at a Jacksonville Beach location (pier or beach or both). This will be videoed and turned into a dance choir film to share with funders and on social media. JDT will attempt to partner with ADAPT, the new WJCT website dedicated to the issues of the climate crisis to advance and advertise the project. The event will be free and open to the public and take place in the Fall of 2023.

PUBLIC DANCE EDUCATION & OUTREACH

- Weekly Public Modern Dance Classes for Teen/Adult Dancers at The Florida Ballet
- Creative Dance in Schools - Dance Education Outreach
- Serving Survivors: Healing Trauma Through Dance Workshops
- Free Lectures/Demonstrations in collaboration with public and charter schools, hospitals, community organizations, and outdoor free events.

10.1 Programming Goals (2000 characters)

Please list at least three goals associated with the project or program you are for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

GOALS

- To produce locally in Jacksonville and tour nationally high quality concert dance at various Northeast Florida venues and beyond
- To generate paid opportunities for dancers, choreographers, composers, designers and collaborators
- To engage with and empower youth and adult survivors of mental health disorders and other trauma through meaningful dance and movement intervention workshops that provide embodiment awareness practices in safe, sanctuary-like spaces
- To expose underserved students to live contemporary concert dance; to offer master classes, residencies and lecture demonstrations at schools, Universities, and local, national and

internationally arts institutions

- To educate, inform, inspire, and entertain audiences of all ages while leading the field of professional dance in Jacksonville and the greater Northeast Florida region

10.2 Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

OBJECTIVES

1. To support the creation, production and presentation of 4-6 concert stage performances, 1 dance-film festival, multiple community outreach performances, multiple site-specific performances, and touring or shared concert opportunities.
2. To increase the number of weekly paid rehearsals for dancers from 2 to 3 and thus improve the quality of our dancers and choreography.
3. To increase the visibility and public profile of the company resulting in an increase in funding, investment and performance opportunities.
4. To increase JDT's audience base through targeted social media campaigns by 10%
5. To execute multiple dance and movement intervention workshops and increase the number of adults, children, and youth served by the company through community outreach programs by 5%.
6. To advocate the public value of arts and culture in the City of Jacksonville and beyond by partnering, serving and collaborating with local, regional and national dance and theatre organizations and arts advocacy groups.

10.3 Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

ACTIVITIES

Objectives 1 and 2

- Seek and secure funding for rehearsals, venues and production costs
- Contract dates for venues
- Contract dancers, choreographers and collaborators
- Curate and adjudicate participants for JDFF

- Market and publicize all activities

Objectives 3 and 4

- Strategize marketing and media plan, manage media relationships and publicity
- Perform in outdoor/non-traditional spaces
- Offer discounted tickets to diverse populations
- Submit to and participate in US dance festivals

Objective 5

- Select and secure partnerships with local organizations serving populations struggling with mental health or other traumas
- Plan and execute multiple dance and movement intervention workshops for populations struggling with mental health or other traumas
- Develop surveys, empathy maps, and feedback sessions for participants

Objective 6

- Initiate or maintain memberships with Florida Cultural Alliance, Americans for the Arts Action Fund, National Dance Education Organization
- Pro-actively lead in the community by continuing meaningful outreach initiatives, support local and statewide arts advocacy, serve on grant panels, advisory or educational boards

10.4 Partnerships & Collaborations

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

CULTURAL PARTNERSHIPS

CURRENT/ON-GOING STRATEGIC PARTNERS: The Florida Theatre, The Florida Ballet, Cummer Museum & Gardens, Yoni Films/Farrell Huntley, Mark Snyder/Composer, Eriden Images/Videographer

The Florida Theatre has been a partner of JDT since 2016. Thanks to the generosity of the theatre's president and staff, JDT has co-produced an annual concert of dance repertory in 2016, 2017, 2018, 2019, 2021 and will do so again in 2022 & 2023. The Florida Theatre's mission is to enhance the quality of life in Northeast Florida by providing diverse and memorable arts and entertainment experiences, and by maintaining a unique historic Jacksonville landmark. JDT's partnership with the Florida Theatre is a strong and sustainable one.

JDT is now partnering with the Florida Ballet (FB) to enhance and make more visible the presence of dance in our city. JDT directors and dancers teach and teen and adult modern dance classes at the Florida Ballet on Monday/Wednesday evenings at no cost to the FB. In exchange the FB is allowing JDT to use one of their studios for our weekly rehearsals. These classes have grown in number and popularity, showing us that there is a need for adult modern dance classes in Jacksonville. JDT and the Florida Ballet have plans to launch a cross training and wellness program housed at the Florida Ballet that will include classes in Pilates and Yoga, and are working together to expand local dance

audiences and raise the profile of professional dance in Jacksonville.

Currently, JDT partners with Stronger Than Stigma, a mental health advocacy organization founded in 2013 by Gabrielle Magid. Their mission is to empower those that struggle with mental illness to seek support, normalizing these struggles, and make the process less intimidating for those that need it. The organization functions not as therapy, but as a support system for those that need it. JDT works with STS to locate needy community members, and conduct movement-based workshops that allow participants to become more embodied, connect with others, and explore the mind-body connection of mental health.

PAST PARTNERSHIPS: Long Road Projects, 5 & Dime A Theatre Company, Cathedral Arts Project, Douglas Anderson School of the Arts, Jacksonville University, Florida State College at Jacksonville, Jacksonville Zoo, Lavilla Middle School for the Arts, Lotus Yoga, MOCA Jacksonville, Riverside Arts Market, Sun Ray Cinema, Rethreaded

11. Project/Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

EVALUATION PLAN

The Jacksonville Dance Theatre 2022/23 Season will be evaluated based on the following criteria:

- Completion of work and production in relationship to budget and time
- Success of marketing campaigns
- Artistic merit
- Attendance
- Audience growth
- Audience response through surveys, email list growth, letters and donations
- Media/critical response
- Impact of projects on organizational growth

The methods used to evaluate the programming will be:

- Budget income/expense analysis and evaluation
- Empathy and Journey Mapping
- Competitive Matrix Analysis
- Press reviews
- Board evaluation
- Post performance Q&A sessions

- Future bookings for performances and outreach
- Participating artists' self-evaluation
- Ticket sales
- Overall attendance
- Comparison between prior and current events/years
- Survey analysis
- Online response (email sign up and donations)

The findings will be used to:

- Better structure future budgets, rehearsal and production timelines
- Improve the artistic collaborative process
- Improve the organizational collaborative process
- Grow as individual artists and as an artistic organization
- Learn about the marketability of the work created to better structure future marketing campaigns
- Maintain current audiences, grow audiences, and create new target audiences
- Maintain and improve ongoing relationships with institutions and collaborators
- Garner new board members and funders

In addition, JDT Board of Directors participate in an annual Board retreat to evaluate and discuss the organization's successes and failures as reflected in the above evaluation methods. Strategic planning, design thinking, journey mapping, and competitive analysis tools are employed.

11.1 Artist Projects only

Describe the expected outcomes of the project. How will you determine the success of the project?

E. Impact - Reach Page 5 of 12

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

12. What is the estimated number of events related to this proposal?

10

13. What is the estimated number of opportunities for public participation for the events?

41

14. How many Adults will participate in the proposed events?

4,200

15. How many K-12 students will participate in the proposed events through their school?

2,000

16. How many individuals under the age of 18 will participate in the proposed events outside of their school?

1,000

17. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

17.1 Number of artists directly involved?

50

17.2 Number of Florida artists directly involved?

30

Total number of individuals who will be engaged?

7250

18. How many individuals will benefit through media?

10,000

19. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

19.1 Race Ethnicity: (Choose all that apply) * No specific racial/ethnic group

19.2 Age Ranges (Choose all that apply): * No specific age group.

19.3 Underserved/Distinct Groups: * Individuals with Disabilities

Youth at Risk

Other underserved/distinct group

20. Describe the demographics of your service area.

Duval County, FL is home to a population of 950k people, from which 94.3% are citizens. As of 2018, 10.5% of Duval County, FL residents were born outside of the country (99.9k people).

In 2018, there were 1.8 times more White (Non-Hispanic) residents (496k people) in Duval County, FL than any other race or ethnicity. There were 275k Black or African American (Non-Hispanic) and 71.1k White (Hispanic) residents, the second and third most common ethnic groups.

Median household income in Duval County, FL is \$55,832. In 2018, the tract with the highest Median Household Income in Duval County, FL was Census Tract 139.05 with a value of \$124,145, followed by Census Tract 143.30 and Census Tract 168.04, with respective values of \$114,100 and \$106,493.

Males in Florida have an average income that is 1.34 times higher than the average income of females, which is \$46,953. The income inequality in Florida (measured using the Gini index) is 0.473, which is lower than than the national average.

The economy of Duval County, FL employs 462k people. The largest industries in Duval County, FL are Health Care & Social Assistance (65,976 people), Retail Trade (55,772 people), and Accommodation & Food Services (38,615 people), and the highest paying industries are Utilities (\$92,011), Professional, Scientific, & Technical Services (\$58,765), and Management of Companies & Enterprises (\$56,342).

In 2019, universities in Duval County, FL awarded 16,308 degrees. The student population of Duval County, FL is skewed towards women, with 21,338 male students and 32,324 female students.

Most students graduating from Universities in Duval County, FL are White (8,956 and 55.8%), followed by Black or African American (3,337 and 20.8%), Hispanic or Latino (1,648 and 10.3%), and Unknown (862 and 5.37%).

21. Additional impact/participation numbers information (optional)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

Serving Survivors/TheBodyWork, is JDT's movement intervention outreach program. It is a somatic practice engaging and connecting the body and mind. Using improvisational movements, imagery, breath work, touch for health, and dance, participants learn to sense, feel and attend to their whole self. With deepening music and guided instruction, TheBodyWork inspires people to listen to their body and witness their mind, find sensation where there was stagnation, and release what no longer serves. TheBodyWork connects people to themselves but can also serve as a way to bring groups and teams together in a collective practice of awareness and self care. TheBody work is available for in-person corporate workshops or retreats, team building for organizations and groups, wellness days for staff and boards, and is also streaming online. JDT serves, and enriches the lives of people struggling with mental health or other traumas through meaningful dance and movement intervention workshops. Through Serving Survivors/TheBodyWork, JDT works with groups such as Hubbard House, the Women's Center, Yellow House, Stronger Than Stigma among others to offer these workshops at no cost to the organization or its members. JDT will execute a minimum of 10 movement intervention workshops with a goal of reaching 100 survivors.

Creative Dance In Schools is Jacksonville Dance Theatre's educational outreach program that provides students with in-school dance education instruction that motivates and engages children, students, and alternative learners through the universal language of dance. Basing this program in creative, arts-based dance education, Creative Dance In Schools helps close the achievement gap, links school and home, and helps illicit choice, respect, and positive social relationships.

In addition to its focus on youth populations and people struggling with mental health or other traumas, JDT's general programming reaches lower income/underserved audiences through free/outdoor events, inspires traditional arts audiences through fully produced concert dance, and bridges audiences through innovative performances and collaborative projects in non-traditional spaces.

Total Number Benefiting in Calendar Year 2020 = 5,525

22. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is

located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

- Clay
- Duval
- Nassau
- St. Johns

23. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

- Clay
- Duval
- Nassau
- St. Johns

24. Describe your virtual programming - (Maximum characters 3500.)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

JDT's YouTube page is home to JDT virtual programming. During the pandemic JDT created a Digital Dance Series titled IN HERE / OUT THERE where each dancer created a dance film or filmed a dance for the virtual space. JDT also filmed dance education, yoga, dance training, and pilates videos that are still streaming online. The long form dance film titled Disorder is being released in 6 chapters. Chapters 1-2 are streaming now. JDT will continue to create digital content as a way to reach more people across space and time.

25. Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

IMPACT

Jacksonville Dance Theatre's (JDT) economic impact is exemplified by the company's growing budget, now at about \$75,000+ and spent mainly in Northeast Florida. The company creates jobs for choreographers, dancers, costume designers, theatre technicians, dance teachers and musicians in addition to our ongoing outreach programs. The growing strength of JDT encourages high-quality professionals to stay and invest in Northeast Florida, preventing talent flight and promoting a professional modern dance platform in Jacksonville.

Looking ahead to 2023, job projection reports for the state of Florida for dancers and choreographers reflect the limited opportunities for emerging artists to break into the performing arts. Only 20 annual positions for dancers are projected statewide for 2023 and few opportunities are projected for choreographers (Projections Central). JDT therefore provides a unique and essential platform for artists to enter and support themselves in the arts economy. JDT thus provides professional pathways for area dancers and choreographers at all levels of artistic skill from emerging professional to master artist, significantly impacting the creative economy of the city for artists and arts-goers alike.

JDT BY THE NUMBERS 2012-2020

30 Independent Contractors

15 Vendors

900+ Full Priced Admissions

1000+ Reduced Priced Admissions

2000+ Free Admissions

500+ Individual Donors

1 Digital Dance Series

1 Long Form Dance Film

50+ Live Performances

25+ Opportunities for Public Participation

30+ Artists/Cultural Providers

5+ Education Programs Offered

5000+ LMI Youths Served

\$100,000+ Spent on Dancers/Independent Contractors/Local Artists

\$25,000+ Spent on Educational Programming

COMMUNITY OUTREACH TO DATE:

Serving Survivors : Healing Trauma Through Dance + Movement, In 2019, JDT executed monthly trauma-informed embodiment movement workshops to 16 female survivors of sex trafficking now employed by Rethreaded.

5,000+ underserved K-12 youth reached through Creative Dance in Schools in multiple school in the greater Jacksonville area.

FREE PUBLIC PERFORMANCES:

ArtWalk, Riverside Arts Market, OneSpark, Unity Plaza, Jacksonville Zoo Zoo Lights, Jacksonville Public Library, Hemming Plaza, Museum of Contemporary Art, Cultural Council Art See Shop

LOCATIONS JDT HAS REPRESENTED JACKSONVILLE,FL IN DANCE FESTIVALS:

National: Pasadena, Santa Monica, Los Angeles, San Diego, CA; Chicago, IL; Boston, Cambridge, MA; Tampa, Miami, Amelia Island FL; New York, NY; Huntsville, TX; Plainfield, New Hampshire

International: Puebla, Mexico; Tel Aviv, Israel; Skagastrond, Iceland; Chartres, France

GIVING BACK:

400+ tickets to the 2017 + 2018 + 2019 Annual Repertory Concerts distributed to local organizations such as JASMYN, Hubbard House, Cathedral Arts Project, Florida State College at Jacksonville, Duval Charter at WestSide, Nemours Children's Specialty Care, Jacksonville, Rethreaded, FloArts

25+ open/free lecture demonstrations throughout the community

GRANTS:

of grants: 10 (2015-2020)

Total \$ of grants: \$51,336

Florida Division of Cultural Affairs Waterways Grant: 2015/2016: \$2,650; 2017/2018: \$2,650

City/CSG: 2016/2017: \$2,244; 2017/2018: \$2,619; 2018/2019: \$3,040; 2019/20: \$4,553; 2020/21: \$6,256

PNC Arts Alive: \$20,000 (2016/2017 + 2018/2019)

Community Foundation for Northeast Florida: \$6,000 (2016/2017)

Florida Division of Cultural Affairs General Program Support: \$1,000 (2018/2019); \$2,080 (2019/20); \$4,859 (2020/21)

STAGE FUND: \$1,500 (2019/20)

Atlantic Beach Small Arts Grant: \$1,800 (2019/20)

Beaches Women's Club Grant: \$1,500 (2020/21)

Beaches Women's Club Grant: \$2,000 (2021/22)

Community Foundation for Northeast Florida: \$5,000 (2020/21)

Community Foundation for Northeast Florida COVID Relief: \$3,500 (2020/21)

CARES Act Covid Relief Grants City + State: \$7,057

\$100,000+ DIRECT ECONOMIC IMPACT ON:

- Professional dancers
- Choreographers
- Costume designers
- Theatre technicians
- Stage crews
- Dance teachers
- Musicians

26. Marketing and Promotion

26.1 How are you marketing and promoting your organizations offerings? *

Brochures

Collaborations

Email Marketing

Magazine

- Newsletter
- Newspaper
- Podcast
- Radio
- Organic Social Media
- Paid Social Media
- Television

26.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)

How are you marketing and promoting your organizations offerings?

JDT is taking steps to **expand our audience base** by partnering with more well known local arts organizations, executing targeted media campaigns, developing compelling media content, going after radio, podcast and TV interviews, and adding more public facing events and engagements to our calendar.

Since JDT's inception, ruckus. advertising + public relations (ruckus) has worked with JDT as an in-kind partner supporting its promotional and marketing efforts. JDT also partners with local photographers Katherine Richardson, Fran Ruchalski, and Crea8t Jax, for its photography, Eriden Images for video/film projects, and L.A based graphic design firm Studio Fuse for print collateral, brochure development, press kits, poster design, and brand/identity materials (see JDT's EPK Support Material).

JDT is currently in the design and development of a new website that will be a home for all JDT content and communications marking a new era for JDT as the organization marks 10 years. The new website will launch in August of '21 as we announce the 10th Anniversary Season.

ruckus will continue to assist JDT in promoting attendance at annual JDT programming while raising awareness of JDT as an innovative arts leader and attracting community partners, funders, and donors. The target audience for JDT concert performances is 16+ with a focus on adults 30+ for a strong donor base. Throughout JDT's season and leading up to events and programs, ruckus will work with JDT to maximize exposure for the company via earned and owned media and paid advertising. ruckus will maximize relationships with print, broadcast and online outlets to garner calendar/event notices, feature stories and artist profiles.

EARNED AND OWNED MEDIA

ruckus will use its understanding of JDT to engage its target audience through both earned media (public relations) and owned media (social and electronic media). Earned media will provide JDT the chance to tell its story through more in-depth features and profiles of JDT members, guest choreographers and performers.

JDT has a strong and growing following on social media platforms: Twitter = 1,283 Followers JDT FB = 1,300, JDFF FB = 1,33, Instagram = 1,186 Followers. JDT uses social media effectively to communicate core values and messaging, event and concert promotion, cross promotion of other local art events, national awareness days, and fundraising/impact strategies.

Owned media provides JDT with the opportunity to control messaging, content and frequency while allowing JDT to engage in two-way conversations with supporters, patrons and the community. In

all of its promotional efforts, JDT will acknowledge the FL Division of Cultural Affairs for its support in the following ways:

- Top billing as Season Sponsor on all promotional / event collateral, including posters, programs and postcards & Concert Sponsor billing on all event collateral and signage, including The Florida Theatre marquee
- Logo and website link on JDT website, social media (FB, Twitter and Instagram) and email blasts promoting event
- Opportunity to introduce the dance concert “live” on the Florida Theatre stage, May, 2023. JDT will provide opportunities to speak at a variety of JDT events, open rehearsals, pressers, and performances.
- JDT will use the following language for all press and marketing for the duration of the Season/grant cycle: JDT Season Eleven is presented in part by the Florida Division of Cultural Affairs General Support Grant Program.
- Full-page ad on back cover of concert program and VIP Tickets to JDT in Concert

PAID ADVERTISING

The messaging of paid media will be to promote JDT programming, the organization’s benefits to Northeast Florida, and ways to support JDT. Understanding that JDT has a limited budget for paid advertising, JDT will focus its efforts on social media campaigns and outlets that reach the target audience and procuring in-kind media support.

F. Impact - Diversity, Equity and Inclusion Page 6 of 12

27. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

JDT does not occupy/own a physical space/building for regular rehearsals or performances. JDT does rent an office at the Florida Theatre for administrative operations. The Florida Theatre office building and theatre is ADA compliant. All rehearsal and performance venues that JDT rents are ADA compliant. In all spaces that JDT rehearses or performs in, JDT ensures they are accessible to all audiences or works to improve accessibility and safety. JDT uses accessibility symbols on all marketing materials (see support material for example). JDT creates a welcoming sense of belonging and civic pride by entertaining and engaging its audiences; it is a vehicle for learning through its educational outreach programs; it promotes public health and wellness through its community outreach programs.

JDT appeals to a broad and diverse public through exciting, intelligent and accessible dance. Like no other Jacksonville organization, JDT offers an experience that transcends any one grouping and illuminates the powerful capacities of the human body.

Individual or Solo Artists: Skip questions 2-5 and move on to section H.

28. Policies and Procedures

Yes

No

29. Staff Person for Accessibility Compliance

Yes

No

29.1 If yes, what is the name of the staff person responsible for accessibility compliance?

Richard Graff

30. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

30.1 If yes, when was the evaluation completed? 8/1/2020

31. Does your organization have a diversity/equity/inclusion statement?

Yes

No

31.1 If yes include here:

The directors, officers, committee members, employees, and persons served by this Corporation shall be selected entirely on a nondiscriminatory basis with respect to age, sex, race, religion, national origin, and sexual orientation. It is the policy of the Corporation not to discriminate on the basis of race, creed, ancestry, marital status, gender, sexual orientation, age, physical disability, veteran's status, political service or affiliation, color, religion, or national origin. Nondiscrimination is extended to any other protected class or status as required under federal, state or local law. Jacksonville Dance Theatre demonstrates a commitment to ensuring cultural diversity in its programming by ensuring this cultural diversity is reflected in its membership, programming, board, and audiences. With such a diverse group of talented company members, JDT is constantly broadening its style to form new cohesive performances that reach a wide range of diverse populations. JDT has a strong core in a contemporary modern dance style that draws from enhanced ballet and modern dance techniques, and integrates American, European and African diaspora dance forms. JDT is committed to creating opportunities for all people regardless of race, gender, age, sexual identity or orientation, cultural or socioeconomic background, and feels strongly that dance is a universal art form that is meant to engage and inspire all people.

32. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?

JDT provides programming for all people by making both physical spaces and the content of our work accessible and available to everyone. JDT sees the power of the human body as a canvas for art, education, and storytelling.

Specifically, every year JDT participates in Arts4All Florida, a statewide organization that provides opportunities in the arts for individuals with disabilities. The annual Arts4All Festival (formerly VSA Festival), which takes place in the spring of each year, invites Jacksonville-area students with disabilities to visit the Cummer Museum for a chance to experience art through all of their senses. Over the course of four days, nearly 1,800 children, 700 teachers and chaperones, and 1,200 volunteers fill the Museum to engage in art viewing in the galleries, movement, music in the gardens, and art-making activities throughout the entire Museum. The event allows each student to participate in the creative process and to demonstrate their own artistic abilities.

JDT provides the following program for this event:

ALL Embodying Emotions - An Interactive Dance Experience

Duration: 10-15 minutes - over and over again until all groups have gone through.

Lesson Outline:

1. After ribbons have been given out to all children direct them to make their ribbon Sad.
2. After they have moved for a bit, ask them to stop and describe the movement of their ribbon. Ask them questions about its relationship to the floor, speed and shape.
3. Ask them to take those specific movement qualities and put them into their ribbon and their body.

Do these three prompts with each of the emotions below. Sadness Joy Frightened Proud

Materials: Shakers, drums, chimes etc. + ribbons with handles - enough for each student

Objective: Students will explore and embody different emotions through movement and use dance as a form of communication and expression

This is just one specific example of how JDT engages with the community and makes programming accessible to all in various spaces and places in Jacksonville.

33. Describe the Diversity of your staff, volunteers, and board members.

The diversity of JDT's staff, volunteers, and board is reflected by including the following identities/ethnicities/backgrounds: Men & Women; LGBTQ; ages between 18-65; AAPI; Gender Non Conforming; Jewish, Hispanic, Iranian African American; low, middle, high socioeconomic backgrounds.

G. Track Record Page 7 of 12

34. Fiscal Condition and Sustainability

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Jacksonville Dance Theatre's fiscal condition is strong, and its sustainability is not in question. Currently, JDT has a substantial cash reserve on hand, with no outstanding debts, liabilities or expenses owed.

A major indicator of JDT's strong financial condition and sustainability is the fact that it has a number of income streams (all related to its tax-exempt status) and is not dependent upon any one or two sources of revenue. These revenue streams include show admissions (ticket sales) to performances throughout the year; Film Festival entrance fees; an annual fundraising event; robust individual donations; corporate donations, sponsorships and grants; local government grants; state grants; contributions from community organizations; outreach and teaching revenue; and board dues. JDT has an investment account, separate from its other operating and grant-specific accounts, which is part of the JDT goal of establishing an endowment fund for the future.

It is because of JDT's hard work, revenue stream planning and tactical execution that it has the financial condition and sustainability to weather the unexpected, like the COVID-19 pandemic. Jacksonville Dance Theatre did suffer a budgetary impact due to the pandemic. JDT had to cancel its annual fundraising event, scale back attendance for its annual spring repertory concert, and cancel or postpone other revenue-generating events and activities that it normally would have had. JDT did apply for, receive and benefit from city and state pandemic-related grants, which were spent as required under the grant guidelines.

JDT's treasurer is an experienced financial professional who previously worked as a CPA. JDT's accounting books and records are kept on a cloud-based software, are meticulously maintained and reconciled to JDT's bank accounts on a weekly basis. JDT's federal tax returns, state corporate reports, state solicitation permits, and state tax exemptions are filed annually on a timely basis and are all current. All financial transactions and documents are transparent and available for review. A JDT board finance committee oversees financial governance, and a full financial review is conducted with the board at each board meeting.

35. Completed Fiscal Year End Date (m/d/yyyy) * 9/30/2020

36. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$4,556	\$7,800	\$12,000

2.	Personnel: Programmatic	\$13,376	\$6,610	\$20,000
3.	Personnel: Technical/Production	\$8,546	\$5,127	\$10,000
4.	Outside Fees and Services: Programmatic			
5.	Outside Fees and Services: Other			
6.	Space Rental, Rent or Mortgage	\$1,298	\$2,255	\$5,000
7.	Travel	\$1,133	\$328	\$3,000
8.	Marketing	\$2,383	\$544	\$4,000
9.	Remaining Operating Expenses	\$5,656	\$8,033	\$5,500
A.	Total Cash Expenses	\$36,948	\$30,697	\$59,500
B.	In-kind Contributions	\$10,570	\$3,500	\$3,500
C.	Total Operating Expenses	\$47,518	\$34,197	\$63,000
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$4,750	\$385	\$15,000
11.	Revenue: Contracted Services	\$1,980		
12.	Revenue: Other	\$6,639	\$2,619	
13.	Private Support: Corporate	\$4,000		\$5,000
14.	Private Support: Foundation	\$6,500	\$5,500	\$2,500
15.	Private Support: Other	\$21,754	\$13,176	\$16,500

16. Government Support: Federal			
17. Government Support: State/Regional	\$3,828	\$4,859	\$8,000
18. Government Support: Local/County	\$12,788	\$6,256	\$7,400
19. Applicant Cash	\$26,816	\$24,181	\$20,000
D. Total Cash Income	\$89,055	\$56,976	\$74,400
B. In-kind Contributions	\$10,570	\$3,500	\$3,500
E. Total Operating Income	\$99,625	\$60,476	\$77,900

37. Additional Operating Budget Information - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

Not applicable

38. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

39. Hours *

- Organization is open full-time
- Organization is open part-time

40. Does your organization have a strategic or long range plan?

- Yes

No

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41. Rural Economic Development Initiative (REDI) Waiver

Yes

No

42. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

42.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrative Pay	\$9,000	\$10,000	\$0	\$19,000
Totals:		\$9,000	\$10,000	\$0	\$19,000

42.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Dancer Pay	\$8,906	\$15,000	\$0	\$23,906
Totals:		\$8,906	\$15,000	\$0	\$23,906

42.3 Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical/Production	\$5,000	\$13,000	\$0	\$18,000
Totals:		\$5,000	\$13,000	\$0	\$18,000

42.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Vendors/Outside Fees	\$2,000	\$9,000	\$0	\$11,000
Totals:		\$2,000	\$9,000	\$0	\$11,000

42.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Vendors/Outside Fees	\$0	\$4,000	\$0	\$4,000
Totals:		\$0	\$4,000	\$0	\$4,000

42.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Office/Venue Rental	\$10,000	\$0	\$10,000
Totals:		\$10,000	\$0	\$10,000

42.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Travel	\$6,000	\$0	\$6,000
Totals:		\$6,000	\$0	\$6,000

42.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$0	\$10,000	\$0	\$10,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing + Development	\$0	\$10,000	\$0	\$10,000
Totals:		\$0	\$10,000	\$0	\$10,000

42.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	General Office/Insurance	\$0	\$7,000	\$0	\$7,000
Totals:		\$0	\$7,000	\$0	\$7,000

Amount of Grant Funding Requested: \$24,906

Cash Match: \$84,000

In-Kind Match:

Match Amount: \$84,000

Total Project Cost: \$108,906

43. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

43.1 Revenue: Admissions *

#	Description	Cash Match	Total
1	Admissions	\$12,000	\$12,000
Totals:		\$0	\$12,000

43.2 Revenue: Contracted Services *

#	Description	Cash Match	Total
Totals:		\$0	\$3,000

#	Description	Cash Match	Total
1	Contracted Services / Artist Fees	\$3,000	\$3,000
Totals:		\$0	\$3,000

43.3 Revenue: Other *

#	Description	Cash Match	Total
1	Fundraiser	\$2,500	\$2,500
Totals:		\$0	\$2,500

43.4 Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate	\$5,000	\$5,000
Totals:		\$0	\$5,000

43.5 Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation	\$2,500	\$2,500
Totals:		\$0	\$2,500

43.6 Private Support: Other *

#	Description	Cash Match	Total
1	Individuals/Private	\$25,000	\$25,000
Totals:		\$0	\$25,000

43.7 Government Support: Federal *

#	Description	Cash Match	Total
1	NEA	\$3,500	\$3,500
Totals:		\$0	\$3,500

43.8 Government Support: Regional *

#	Description	Cash Match	Total	
1	Government/Regional	\$12,000	\$12,000	
Totals:		\$0	\$12,000	\$12,000

43.9 Government Support: Local/County *

#	Description	Cash Match	Total	
1	Local/County	\$9,000	\$9,000	
Totals:		\$0	\$9,000	\$9,000

43.10 Applicant Cash *

#	Description	Cash Match	Total	
1	Cash on Hand	\$9,500	\$9,500	
Totals:		\$0	\$9,500	\$9,500

Total Project Income: \$108,906

43.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$24,906	\$24,906	23%
B.	Cash Match	\$84,000	\$84,000	77%
	Total Cash	\$108,906	\$108,906	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$108,906	\$108,906	100%

44. Additional Proposal Budget Information (optional)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

45. Required Attachment List

Please upload your required attachments in the spaces provided.

45.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
WFServlet (1).pdf	33 [KB]	5/13/2021 1:45:38 PM	View file

46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
JDT PRESS.pdf	JDT PRESS	A collection of articles, stories and critical reviews	225 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
JDT:ACCESSIBILITY SYMBOL.pdf	Event Poster	Accessibility Symbol -- Example	2790 [KB]		View file
LETTERS of SUPPORT .pdf	Letters of Support	Letters of Support from Partners / Stakeholders	293 [KB]		View file
JDT EPK-2020_F1 copy.pdf	JDT EPK	Electronic Press Kit / Brand	2820 [KB]		View file
JDT IMPACT MAP + Comp. Analysis.pdf	IMPACT MAP + COMPETITIVE ANALYSIS	Sample of Evaluation Methods	582 [KB]		View file
JDT Work Samples 2021.pdf	Work Sample	Provides Links to Dance Performances/Works	26 [KB]		View file

46.1

J. Notification of International Travel Page 10 of 12

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

47. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Department of Economic Opportunity.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

48. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

49. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

50. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Jacksonville Dance Theatre and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

50.1 Signature (Enter first and last name)

Katie McCaughan

